

Tobacco Resistance and Awareness Campaign - Are you on TRAC?

Tobacco use is considered the leading preventable risk factor for illness and disease. The Mississippi Department of Health reports that smoking costs 4,700 Mississippians their lives each year, and 280 children die from the effects of second hand smoke. The Plan is implementing Tobacco Resistance and Awareness Campaign (TRAC), a campaign to educate participants about the importance of quitting. TRAC includes a Plan Sponsored Cessation Program (Program) as well as a tobacco use premium surcharge (surcharge).

Participants (active employees, non - Medicare retirees, and COBRA) who regularly use tobacco products will be subject to the \$50 monthly surcharge beginning July 1, 2015. The surcharge does not apply to spouses or dependents.

If participants indicate on their attestation form that they would like to enroll in the Program, they will be exempt from the surcharge for an initial six months. Once the participant completes the Program, the surcharge will be waived for an additional six months. Failure to complete the Program will result in the surcharge being applied after the initial six months. The participant can enroll in the Program once every twelve months.

This free Program, provided through ActiveHealth Management, includes eight weeks of nicotine replacement

therapy, a telephone based lifestyle coach, and digital coaching modules that provide the personalized guidance needed to help tobacco users quit. Call (866) 939-4721 or visit KnowYourBenefits.dfa.ms.gov for more information.

If a participant quits using tobacco products through a method other than the Program, the surcharge can be removed once a participant is tobacco free for three consecutive months and a new attestation form is submitted.

In an effort to help you begin the reporting process, we will mail a Tobacco Use Attestation Form (attestation form) to all participants in January 2015. Please visit KnowYourBenefits.dfa.ms.gov to download the form.

As we implement the TRAC campaign, we will send several communications to participants as well as employers. Our goal is to clearly communicate the Program design, surcharge details, and what is required of both participants and employers to make this campaign successful. We will advise each participant to submit the attestation form no later than May 1, 2015 in order to be processed for the June 10, 2015 billing cut-off date. However, you may choose to set an earlier deadline with your employees to ensure you have ample time to key the attestation form data into EnrollBlue.

Thank you for supporting our efforts to help participants live healthier, tobacco free lives.



FAST FACTS - TOBACCO

#1 Cigarette smoking is the #1 preventable cause of death in the US.*

\$6.36 = \$35
Average pack of cigarettes compared to employer healthcare costs per pack.*

*Source: American Cancer Society

Have Questions?

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